

Utilizing Federal Government Certification Programs to Foster Business Growth

*19th Annual JPL/NASA
High-Tech Conference*

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What Does it Take to Become 8(a)/SDB Certified?

- You MUST be a US Citizen!
- This is a 9 year program and you can only become certified once in your life
- You must own at least 51% of the company
- SBA would like you to be in business at least 2 years and be profitable.
- The major hurdle is writing the economic and/or social narrative. This narrative is 75% of your qualifications

Benefits of 8(a) Certification Program

- The 8(a) program is a set-aside for small disadvantaged businesses.
- Once certified as an 8(a) firm, you are given an opportunity to bid on federal government contracts.
- Getting contract set-aside just for you!

The 8(a) Process

- Now what?
 - Set back and wait for orders?
 - Call everyone you talked too at the JPL conference and ask for your million dollar contract?
 - Develop your plan for getting contracts?

Building an Image

- Develop a plan to
 - Make the Federal Government aware that you are out there
 - Tell them that you are ready to be their vendor of choice
 - Demonstrate your capability and past performance

5 Ways To Produce Proof of Performance

- Tangible Proof – Touch and feel
- Visual Proof – See and read literature
- Verbal Proof – Know case history
- Verbal Proof – Unknown case history
- Verbal Proof – General Claims

Researching Your Customers

- Research who is buying your products or services now?
- Confirm your suspicion by determining
 - How many they bought?
 - When did they buy them?
 - How did they buy them?
 - How many will they buy next year?

Finding Contacts

- Search by NAICS code
- Search by agency
- Special searches
- What web sites have the data
 - www.fpds.gov
 - www.ssq.gsa.gov

Understanding the Buyer

- Buyers can not tell you anything that will give you a competitive edge
- Buyers like to buy; they do not like to be sold
- Buyers like to buy from people they are at ease with and who are like them

Relationship Building

- Proceed to build a relationship with the agency you want to sell
- Use your marketing skills to build a need with the agency
- Win contracts by outsmarting the competition

Exceeding Buyers Expectations

- Be so much better than your competition that they want to sole source to you
- Let the buyer know that you understand his problems and are willing to help solve them
- Buyers buy for only two reasons:
 - Avoid pain (Bosses displeasure)
 - Receive pleasure (Bosses praise & raise)

What About SDB's

- Using your SDB certification
- Prime contractors by state
- Researching prime contractors
- Setting up your plan of sales

Dealing with the buyer

- Buyer ROI
- Why buyers do not want to see you
- Having today's solution to tomorrow's problems
- Don't tell them you are a 8(a) until you need it as icing on the cake

SBCA Inc.

- Thank you for your attention

For more information on
Our Next half-day workshop go to

www.1SBCA.com